

Press Release

For Immediate Release

Through ALFED, HSBC and PSF Motivate Financial and Banking Education in Regions

- Lecturer is the backbone of financial education motivator in regions
- Lecturers becoming ALFED members are the boosters of Community Empowerment Programme in six Indonesian regions
- NTT ALFED and OJK hold UMKM empowerment programme to create productive people

JAKARTA, 29 NOVEMBER 2016 – Association of Lecturers for Financial and Economic Development (ALFED), an organization for lecturers in Indonesia nationwide focusing on local economic and financial development, holds Community Empowerment Programme in regions focusing on financial education. ALFED realizes that education as the main issue of financial inclusion in Indonesia should attract lecturers' attention as one of the backbones of educational sector.

ALFED is an association initiated by HSBC Indonesia and Putera Sampoerna Foundation (PSF) through Sampoerna University (SU). It is the part of long-term strategic cooperation between HSBC and PSF in Financial and Banking Education programme. "Lecturer is a financial education backbone in regions. Through their Tri Dharma role, they can provide assistance in researching and mapping people's needs in regions, seeing chance of intervention from the research result, and conducting people empowerment activities based on the people's needs," **ALFED Chairman, Bambang Setiono Ph.D.**, who is also the lecturer of Sampoerna University.

Nuni Sutyoko, HSBC Indonesia Senior Vice President and Head of Corporate Sustainability, said, "So far, we often see financial educations issues in Indonesia from the perspective of Jakarta. Whereas, there are countless unique issues in every region. We hope ALFED can offer financial and banking educational solutions from regions to regions. The solutions should act like snowballs which can reach the other elements of people."

As the part of its initiative, ALFED encourages lecturers to hold Community Empowerment Programme in each region. Even though ALFED was newly launched on 21 October 2016, until now eight programmes from six Indonesian regions have been created. One of the interesting programmes comes from East Nusa Tenggara (NTT). The region's core issues is low interest in productive age to work in their land of origin since they prefer to go to big cities. Therefore, the programme initiated by NTT ALFED is micro-business empowerment training so people can be more productive in their own regions.



“Productivity is the key to increase people’s financial inclusion which also leads to the improvement of their welfare. Through the training programme we have created, we hope NTT residents can be more motivated to open business opportunities in their own region, for example in the sectors of tourism as well as tamarind, candlenut, or corn,” said **Enos Kabu, NTT ALFED Coordinator**, who is also the lecturer of Kupang State Polytechnics. Enos addresses student and church communities for the programme.

Among the planned programmes, one of the trainings which have been conducted is about the development of micro business and how to obtain loans from financial institutions. “The knowledge and skills we have taught include financial statement arrangement since it is an essential component which can support micro business to obtain trust from other parties. The reports clearly and correctly made will also ease financing process having long-term impact to business sustainability,” Enos said who, in running this programme, is supported by Financial Service Authority (OJK).

Through the training, Enos claimed there are 100 people who currently know how to arrange financial reports. “For a region like NTT, only few micro-business players have knowledge to arrange financial statements and it leads to financial inclusion hike. We will keep providing guidance and other trainings so it will be a sustainable activity,” Enos said.

From all Community Empowerment Programmes held by ALFED members, an award will be given to the best programme. HSBC and PSF through Sampoerna University will give additional awards in form of grated fund to develop the best programmes so they are expected to stimulate other regions to initiate empowerment initiatives related to financial and banking education.

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About ALFED

Association of Lecturer for Financial and Economic Development (ALFED) is an association focusing on financial and economic development whose members are lecturers from dozen universities in Indonesia. This association was initiated by and is the part of a sustainable financial educational development programme of HSBC Indonesia and Putera Sampoerna Foundation (PSF) through Sampoerna University. ALFED was established to motivate financial and economic development initiatives by observing needs, challenges, and opportunities in regions. Therefore, ALFED can produce “change agent” and bring solutions suitable with the characteristics of every region.



About HSBC

In HSBC, we define sustainability as a measure to build long-term business by observing social, environmental, and economic considerations in making decisions. It allows us to boost business activities and to contribute for people's growth and preservation. As the part of our commitment to people, we give financial contribution to various community programmes in the world and thousand employees accrod the world are involved by giving their time and skills in voluntary programmes. The core of HSBC's community investment is in educational and environmental programmes since we believe education is the key of welfare and environment mitigates climate changes and pressures toward natural resources which affect global economic development.

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About Putera Sampoerna Foundation

Putera Sampoerna Foundation (PSF) is the first social business institution in Indonesia whose vision is to create reliable future Indonesian leader candidates expected to be able to face global challenges, to contribute, and to bring positive changes to the people around them. PSF believes its vision can be achieved by providing high-quality education for Indonesian students. To maintain the sustainability of its social business, PSF acts as a corporate social responsibility (CSR) operator trusted by more than 300 companies, organizations, or associations to run their CSR programmes. PSF has obtained ISO 9001:2008 certificate, a certificate given to organizations whose quality management systems have met international standars. Periodically, PSF is audited by an independent international auditor institution. PSF issues the audit result in an annual report which can be accessed by common people through PSF's official website. For more information, please visit www.sampoernafoundation.org.